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Yili ranked first in the "Top 10 Most Valuable Dairy Brands in the World"

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Brand Finance, an international authoritative brand value evaluation agency, released the 2021 global dairy brand rankings. Chinese dairy companies ranked at the forefront. Among them, Yili ranked first in the "Top 10 Most Valuable Dairy Brands in the World" with its excellent quality. With its hard-core innovation, it has won the "Global Dairy Brand Potential List" for 4 consecutive years, and continues to lead the global dairy industry.



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Brand Finance is one of the worldâ??s top five brand value evaluation institutions and has been widely recognized by companies in the industry for its professionalism and independence. The brand list published by it has become an important basis for judging global brand value. As Zhang Jianqiu, CEO of Yili Group, said in an interview with Brand Finance, the new crown epidemic has brought great challenges to the global dairy industry. Yili still maintains a momentum of steady growth, which stems from Yiliâ??s persistent adherence to the "consumer-centric" concept. , Based on quality, driven by innovation, focused on global thinking, and continued to provide consumers with high-quality products and services, won the recognition and trust of consumers, and boosted Yiliâ??s success in the Brand Finance brand rankings.

Guarding the quality of every drop of milk is the best return to your family!" For many years, Yili has always adhered to the corporate creed of "Yili is quality", regards quality as life, and is committed to producing 100% safe and 100% healthy products. Dairy products. In this regard, Jin Zhihua, general manager of Jinyu Haoyuan Ranch, who has been cooperating with Yili for a long time, has a deep understanding. In October last year, three compressors of refrigeration equipment were scrapped due to voltage problems, which made it impossible to immediately cool down to below 6°C for storage, which means At least 45 tons of milk squeezed out of the ranch can not be used every day, and the loss is very large. Even if the ranch has been cooperating with Yili, Yili has not opened a net in the face of illegal milk. "Yili is really strict with us, but the love for us is also true. He coordinated the compressor for us in the first place, and quickly solved the difficulties encountered by the ranch. Such partners, we serve, and are willing to follow them. "Jin Zhihua said that it was Yiliâ??s ultimate pursuit of product quality that made his ranch "strictly disciplined" and benefited a lot from it. His ranch is now a top-notch ranch with outstanding raw milk quality.

Through the extreme demands on quality, Yili has not only gained the trust of partners, but also won unanimous praise from consumers. According to the Kantar Consumer Index "2021 Asian Brand Footprint Report" data, Yili has become the most chosen brand by consumers with its 92.2% brand penetration rate and nearly 1.3 billion consumer reach, ranking among consumers in the Chinese market for 6 consecutive years The most selected brands are on the top of the list.